



# 2024 Local Council Elections

A GUIDE ON HOW TO ENGAGE YOUR LOCAL COUNCIL IN  
THE UPCOMING ELECTIONS

## ENGAGING WITH COUNCILLORS FOR UPCOMING COUNCIL ELECTIONS

Dear Club President and Club Secretary,

As the upcoming council elections approach, we have a unique opportunity to showcase the value of the tennis community to potential councillors. This is a prime time to highlight the benefits your club brings to the local economic and sporting environment, and to seek interest and investment in your programs and facilities.

**Here's is a simple checklist on how you can effectively connect with your local councillors to showcase your club and venue:**

Checklist	Activity
<input type="checkbox"/>	<b>Invite Councillors to Club Events:</b> <ul style="list-style-type: none"> <li>Invite your local councillor/s to attend any upcoming special events or Open Days at your club. This will give them a first-hand experience of the positive impact you have.</li> </ul>
<input type="checkbox"/>	<b>Share Success Stories:</b> <ul style="list-style-type: none"> <li>Highlight key programs and initiatives that have been successful, such as junior development programs and community outreach. Personal stories can be impactful.</li> </ul>
<input type="checkbox"/>	<b>Demonstrate Economic Impact:</b> <ul style="list-style-type: none"> <li>Provide information about how the tennis club contributes to the local economy. This can include tournaments that attract visitors and local spending by members, and employment opportunities.</li> </ul>
<input type="checkbox"/>	<b>Showcase Community Benefits:</b> <ul style="list-style-type: none"> <li>Emphasise the social and health benefits your club provides. Tennis promotes physical fitness, mental well-being, and a sense of community.</li> </ul>
<input type="checkbox"/>	<b>Request Meetings:</b> <ul style="list-style-type: none"> <li>Arrange one-on-one meetings with councillors to discuss the club's needs and potential areas for support.</li> </ul>
<input type="checkbox"/>	<b>Provide a Club Tour:</b> <ul style="list-style-type: none"> <li>Offer a tour of your facility to councillors. Highlight areas that could benefit from investment and illustrate how upgrades can benefit the club but also the wider community.</li> </ul>
<input type="checkbox"/>	<b>Engage on Social Media:</b> <ul style="list-style-type: none"> <li>Use social media to publicly thank councillors for their support and share updates about club activities. Tag councillors in social media posts to increase visibility. An advocacy campaign should always be positive and engaging.</li> </ul>
<input type="checkbox"/>	<b>Collaborate with Other Local Clubs:</b> <ul style="list-style-type: none"> <li>Connect with other local sports clubs at your sports precinct to present a united front in advocating for community sports funding.</li> </ul>

By proactively engaging with councillors, we can not only raise the profile of your club but also secure vital support that will help tennis continue to thrive and expand our contributions to the community.

Let's take this opportunity to make our voices heard and ensure that the benefits of our tennis club are recognised and supported by our future councillors.

Should you have any further questions, reach out to your local Tennis Development Officer by visiting [www.tennis.com.au/vic/about/staff](http://www.tennis.com.au/vic/about/staff). Thank you for your efforts and commitment!